

THE WANADA BULLETIN

NEWS AND INFORMATION FOR AND ABOUT FRANCHISED NEW CAR DEALERS IN THE WASHINGTON AREA

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BOBBY MITCHELL WASHINGTON AUTO DEALERS HALL OF FAME CLASSIC

Dealer Sponsorship Sets New Record For Leukemia & Lymphoma Research

Thanks to the outpouring of support from the dealer community and the unyielding loyalty of 40 NFL and NBA Hall of Famers (including an almost unheard of autographed basketball donated by former Boston Celtic Bill Russell, which netted an eye-popping \$5,100 at auction), preliminary figures show that last weekend's Bobby Mitchell Washington Auto Dealers Hall of Fame Classic set a fundraising record for the benefit of the Leukemia & Lymphoma Society.

After helping break the record last year with over \$425,000 raised, WANADA agreed to be the title sponsor of this year's Classic, held at the Lansdowne Resort in Leesburg, Virginia.

"We set a goal of raising \$500,000 for the Leukemia & Lymphoma Society, with WANADA committed to raising \$150,000 of the total from our vendors, kindred line members, and dealer members," said

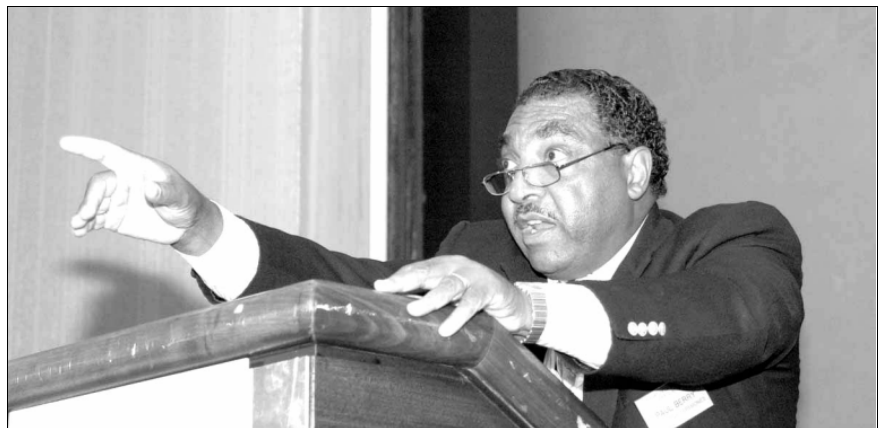
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WANADA dealers and officers (front row) pause for photo op with 40 football and basketball Hall of Famers at the Bobby Mitchell Washington Auto Dealers Hall of Fame Golf Classic. At right, Redskins legend Sonny Jurgensen gets ready to pass a football autographed by all "Famers" to the highest bidder. Below, emcee Paul Berry calling the auction during the banquet.



BOBBY MITCHELL WASHINGTON AUTO DEALERS HALL OF FAME CLASSIC



Clockwise from above, more than 600 invited guests were on hand for the “Classic” reception and banquet Saturday night. Judy Darvish and her \$5,100 autographed basketball strike a pose with NBA legend Bill Russell and John Darvish. Bobby Mitchell and his co-chair, Tammy Darvish reflect on an eminently successful fundraiser for a good cause.

Golf Classic *(continued from page 1)*

DARCARS Vice President Tamara Darvish, who again co-chaired the event. “When the final figures are in, I believe we will easily eclipsed both figures. I offer my deepest thanks to all our sponsors and contributors, particularly my fellow dealers, who made it happen.”

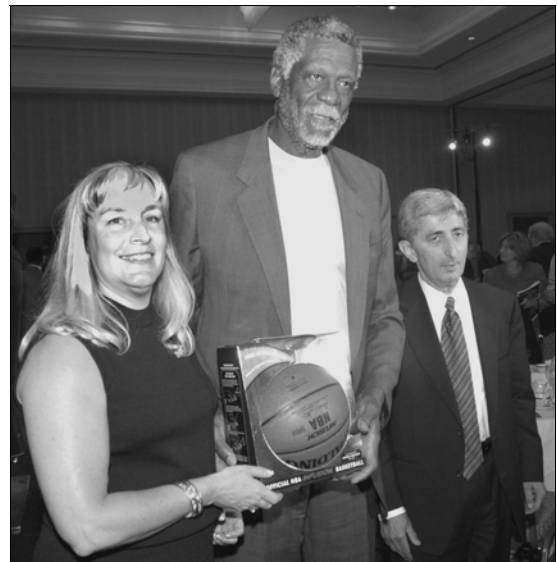
Since its inception 12 years ago, the Classic has raised more than \$2.7 million to help research “a very dreadful disease...and it has made a difference,” said Bobby Mitchell. He pointed to several examples “of the great progress that has been made over the past couple of decades,” and introduced three young leukemia survivors as “living proof.” The event also included a moving video tribute to Nate Tobin, a courageous high school athlete and lymphoma survivor.

“But we can’t stop our work on behalf of The Leukemia & Lymphoma Society until we find a cure,” Mitchell added.

Mitchell also lavished “magnum” praise on the “over-the-top” efforts of his co-chairs Michael G. Anzilotti, CEO of First Virginia Bank, and Tammy Darvish, whom he jokingly compared to “an ankle-biting dog” when it comes to “keeping us all in line.”

The weekend events featured a “tournament practice round” on Saturday, followed by a VIP private reception with all of the Hall of Famers and a chance to view and bid on a record number of items donated for the silent auction. The more than 600 guests at Saturday night’s banquet were again treated to the entertaining antics of emcee Paul Berry, a veteran Washington broadcaster who was at his best holding up prices during the live auction with a mixture of side-splitting humor and heartfelt plea for a great cause.

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Clockwise from above, at the VIP reception, from left, Richard Snyder, Bobby Mitchell, Tammy Darvish, Gerry Murphy, Sonny Jurgensen, Lem Barney and Larry Little. Three young leukemia survivors, Craig Kochel, Rebecca Cushing and Justin Tolentino are "living proof" of advances through research. And Nate Tobin, a courageous high school athlete and lymphoma survivor, was introduced by David Timko president of the Leukemia and Lymphoma Society.

Golf Classic

(continued from page 2)

As usual, the highlight of the evening was Bobby Mitchell's video tribute to WANADA and other tournament sponsors, which featured a hilarious letter written by his wife, Gwen, to her mother recounting Bobby's various misadventures on behalf of the primary sponsors, which also included Toyota, Chrysler-Jeep Dealers, Costco, Delta Air Lines, Enterprise Rent-A-Car, Galvans, DARCARS, First Virginia Bank, Lansdowne Resort, Pepsi-Cola, and TLC Laser Center. The evening was capped off with a drawing for a Toyota Vibe.

Much needed rain came Sunday morning and washed out the golf tournament, but not before the stalwart players turned out and enjoyed a fellowship breakfast with Hall of Famers, who one by one kept the would be golfers amused with weatherman jokes.

Hall of Famers in attendance during the tournament weekend included Bobby Mitchell, Lem Barney, Bobby Bell, Mel Blount, Lou Creekmur, Bill Dudley, Hal Greer, Ted Hendricks, Ken Houston, Sam Huff, Charlie Joiner, Sam Jones, Sonny Jurgensen, Leroy Kelly, Paul Krause, Willie Lanier, Yale Lary, Dante Lavelli, Larry Little, Tom Mack, John Mackey, Tommy McDonald, Lenny Moore, Anthony Munoz, Ace Parker, Joe Perry, Mel Renfro, Oscar Robertson, Bill Russell, Billy Shaw, Art Shell, John Stallworth, Dwight Stephenson, Charley Taylor, John Thompson, Paul Warfield, Dave Wilcox, Kellen Winslow, Willie Wood, and Ron Yary.



Bobby Mitchell Golf Classic Sponsors

The following is a complete list of sponsors who made commitments to the Leukemia & Lymphoma Society on behalf of WANADA and their companies:

Alexandria Volkswagen	Curtis Chevrolet-Kia	Jerry's Lincoln-Mercury/ Jeep	Sheehy Automotive Stores
American Express Tax & Bus. Services	DARCARS Automotive Group	Jim Koons Automotive Companies	Springfield Toyota
AnA Towing	Dudley Martin Chevrolet	Jim McKay Chevrolet	Superior Paint
AutoMark, Inc.	East-West Lincoln Mercury	King Pontiac, Buick, GMC	Toyota Financial Services
AutoTrader.com	Euro Motorcars, Inc.	Koons of Manassas	WANADA
Beltway Toyota	Fairfax Hyundai	Lindsay Cadillac	The Washington Post
Brown Automotive Group	Fitzgerald Auto Malls	Lustine Toyota-Dodge	Washington Area Chry/Jeep Dealers
Capital Nissan	Ford Motor Credit	Maryland Motors, Inc.	Washington Area Nissan Dealers
Cent. Atlantic Toyota Dist.	Herb Gordon Auto Group	MetalPro, Inc.	Washington Area Toyota Dealers
Charapp, Deese & Weiss, LLP	Herson's Honda	Ourisman Automotive of Virginia	WBDC TV
Cherner Automotive	Hamilton & Hamilton, LLP	Pohanka Automotive Group	Wells Fargo Financial
Chesapeake Petroleum/ Castrol N.A.	Jack Taylor's Alexandria Toyota	Primus Financial Services.	
Chevy Chase Cars	Jaguar Credit	Rosenthal Automotive	
Chrysler Financial Co.			

August Launch

"TARGET" Automotive Sales Training Workshop

Presented by

Jim Moran & Associates Group

WANADA invites dealers, sales managers and in-house trainers to use kindred-line member Jim Moran & Associates Group's proven training workshops to crank up the performance of your new hires and under-performers. The "TARGET Sales Model" teaches salespeople how to use new processes to sell in the way the customer wants to buy from the "meet and greet" through closing and following up.

The first workshop will be held August 12-16, 2002, from 9:00 a.m. to 5:00 p.m., at the Marriott Tysons Corner. For more information see the flyer enclosed with this WANADA Bulletin, or call Nick Champeau at WANADA, (202) 237-7200.

Thought for the Week...

The reason we have weather forecasters is to make the economists look good.

— **John Kenneth Galbraith**

Enclosure:

- New Hire Professional Automotive Sales Training flyer and FAX back form